

# Digital Marketing Executive (Graduate Opportunity)

*This is a fixed-term maternity cover position, with the possibility of a permanent appointment thereafter.*

 **Dundalk** |  Full-time |   Entry-Level / Graduate

Are you a creative, enthusiastic, and digitally-savvy graduate ready to kick-start your marketing career? We're looking for a **Digital Marketing Executive** to join our growing team.

You'll gain hands-on experience across digital campaigns, content creation, social media, email marketing, and brand building — supporting both local and international efforts. This is a fantastic opportunity for someone looking to **grow, take initiative**, and make a real impact.

## About the Company:

Our organisation comprises two key divisions, and this role will involve working across both.

**Optimum Results** is a leading Irish training provider, delivering tailored training solutions to both private and public sector clients. In the public sector, we work closely with Local Enterprise Offices, Skillnets, and Chambers of Commerce. Our training services range from management development, strategic growth, and leadership programmes to soft skills training and eLearning via our own Learning Management System (LMS). We operate both in Ireland and internationally.

Our second division, **Customer Perceptions**, specialises in consumer research services for clients across all sectors in Ireland. Our offerings include mystery shopping, focus groups, surveys, audits, and more—delivered through a nationwide panel of over 16,000 experienced Field Researchers.

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## What You'll Do

- Help plan and deliver multi-channel marketing campaigns
- Create content for social, email, website, and PR
- Support website updates and SEO
- Manage and grow social media engagement
- Collaborate with Sales on presentations and materials
- Track marketing performance and keep CRM & reports up to date

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## About You

- A degree in Marketing, Communications, or related field
  - Excellent communication and writing skills
  - Able to work independently and take initiative
  - Familiar with tools like Canva, Google Analytics, or Active Campaign (CRM)
  - Experience with Google Ads or LinkedIn campaigns
  - Understanding of SEO basics
  - Exposure to video or visual content creation
  - Positive can-do attitude
  - Proactive and self-motivated
  - Creative Thinker
  - Excellent Team Player
  - Analytical Mindset
  - Strong Communicator
  - Curious and Continually Learning
  - Accountable
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## Why Join Us?

- A collaborative, growth-focused environment
- Real responsibility from day one
- Career development support
- A chance to shape your role in a dynamic team
- Flexible working hours
- Working from home days each week (after probation period)
- Internal promotion opportunities
- Learning and Development programmes and courses
- Valued Performance Review Process bi-annually
- Recreational team activities
- Pension Plan (after probation period)
- Bonus scheme (after probation period)
- Financial Advice
- Cycle to Work Scheme
- Additional perks include Smart/ casual dress code, actively promoting a work/ life balance, Kitchen facilities, free car parking.

### **Other information:**

If selected for interview you may be required to prepared and conduct a short 5–10-minute presentation on the day showcasing your skills.

If you are interested in this position, please send CV and cover letter to [jenny.martin@customerperceptions.ie](mailto:jenny.martin@customerperceptions.ie)

Closing Date: June 2025

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